C 7715-3

SEPTEMBER
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '86 vS '85	% IND	
	1986	1985		1986	1985
AMC	8781	14711	59.69	.76	1.33
(Alliance)	6199	10234	60.57	.54	.92
(Encore)	1892	3621	52.25	.16	.33
(Eagle)	690	856	80.61	.06	.08
CHRYSLER	43384	40588	106.89	3.77	3.67
(Laser)	3472	5421	64.05	.30	.49
(Le Baron/GTS)	18846	14246	132.29	1.64	1.29
(E/AY/S AY)	20930	20921	100.04	1.82	1.89
DODGE	54217	47188	114.94	4.71	4.27
(Daytona)	4376	5403	80.99	.38	.49
(Omni/Shadow)	17398	12871	135.17	1.51	1.16
(Aries)	9189	11709	78.48	.80	1.06
(Lancer)	6072	5387	112.72	.53	.49
(600)	6107	4498	135.77	.53	.41
(Diplomat)	4057	2705	149.98	.35	.24
PLYMOUTH	59472	34558	114.22	5.43	3.13
(Horizn/Sundance)	17498	13394	130.64	1.51	1.22
(Reliant)	9848	13299	74.05	.86	1.20
(Caravelle)	3609	2734	132.00	.31	.25
(Gran Fury)	1561	1112	140.38	.14	.10
CHRYSLER CORP	137073	122316	112.07	11.93	11.07
FORD	152196	149227	88.59	11.51	13.51
(Escort)	42939	46580	92.18	3.74	4.22
(Mustang)	15965	13297	120.06	1.39	1.20
(Tempo)	27632	29365	94.10	2.40	2.66
(Taurus)	18721	-	-	1.63	-
(LTD/Crn Vict)	10323	42236	24.44	.30	3.82
(T'Bird)	16616	17749	93.62	1.45	1.61
LINCOLN	13578	17495	77.61	1.18	1.58
(Mark VII)	1873	1815	103.20	.16	.16
MERCURY	46262	59840	77.34	4.02	5.41
(Lynx)	7436	9812	77.36	.65	.87
(Capri)	1418	1778	79.75	.12	.16
(Topaz)	5823	7377	78.93	.51	.67
(Sable)	6753	-	-	.59	-
(Marq/Gr Marq)	10006	27842	35.94	.87	2.51
(Cougar)	14846	13231	112.21	1.28	1.20
LINC/MERC DIV	61083	78496	77.82	5.31	7.10
FORD MOTOR CO	193279	227723	84.87	16.82	20.61
BUICK	95964	86559	110.87	8.35	7.83
(Skyhawk)	11043	5631	196.11	.96	.51
(Somerset/Skylrk)	11930	10056	118.64	1.04	.91
(Century)	31373	27777	112.95	2.73	2.51
(Regal)	8925	16091	55.47	.78	1.46
(Riviera)	4500	4115	109.36	.39	.37
CADILLAC	35747	29358	121.76	3.11	2.66
(Allante)	5	-	-	-	-
(Cimarron)	3492	2863	121.97	.30	.26
(Eldorado)	3722	4296	86.64	.33	.39
(Seville)	2901	2156	134.55	.25	.20
CHEVROLET	183425	165578	110.78	15.96	14.99
(Chevette)	5525	16586	33.31	.48	1.50
(Celebrity)	38158	38862	98.19	3.32	3.52
(Corsica)	-	-	-	-	-
(Beretta)	-	-	-	-	-
(Cavalier)	33510	43229	77.52	2.92	3.92
(Camaro)	15851	23322	67.97	1.38	2.11
(Corvette)	2712	2504	108.31	.24	.23
(Monte Carlo)	15099	7778	194.00	1.31	.70
OLDSMOBILE	126657	110514	114.61	11.02	10.00
(Firenza)	3885	2665	145.78	.34	.24
(Calais)	11916	15559	76.59	1.04	1.41
(Cutlass Ciera)	38243	35196	108.04	3.33	3.20
(Cutlass)	17136	25102	66.67	1.49	2.33
(Toronado)	2444	2672	91.47	.21	.24
PONTIAC	86767	89179	97.39	7.55	8.07
(1000)	2125	2417	87.92	.18	.22
(Sunbird)	9858	12835	76.81	.86	1.16
(Grand AM)	15922	14735	108.06	1.39	1.33
(6000)	28277	18780	150.57	2.45	1.70
(Bonneville)	4246	6279	67.62	.37	.57
(Firebird)	9165	8807	104.06	.80	.80
(Fiero)	7541	8977	84.00	.66	.81
GEN MTRS CORP	528550	481188	109.84	45.99	43.55
Misc Domestic	4	18	22.22	-	-
Other Import	281637	259045	108.72	24.50	23.44
U S TOTAL	1149334	1104959	104.01		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
AMC	54933	101171	54.30	.65	1.23	128318
(Alliance)	37685	56667	66.50	.44	.69	73472
(Encore)	11472	35204	32.59	.14	.43	41534
(Eagle)	5776	9300	62.11	.07	.11	13312
CHRYSLER	275096	284234	96.79	3.28	3.45	371292
(Laser)	23279	42020	55.40	.28	.51	50870
(Le Baron/GTS)	128046	117387	109.08	1.53	1.42	154217
(E/MV/S AV)	123635	124827	99.05	1.47	1.52	166205
DODGE	381111	371137	102.69	4.54	4.50	478037
(Daytona)	31280	39825	78.49	.37	.48	48784
(Omni/Shadow)	113429	104801	108.23	1.37	1.28	127241
(Aries)	75764	88871	85.25	.90	1.08	114289
(Lancer)	37332	35223	105.99	.44	.43	47325
(600)	48803	42411	115.07	.58	.51	54681
(Diplomat)	22958	27575	83.26	.27	.33	33435
PLYMOUTH	308371	288912	106.74	3.67	3.51	373209
(Horizn/Sundance)	121794	111593	109.14	1.44	1.36	135366
(Reliant)	97407	106106	91.80	1.16	1.29	137213
(Turismo/Le)	28981	26568	109.08	.35	.32	35501
(Gran Fury)	11717	13835	85.12	.14	.17	16177
CHRYSLER CORP.	964578	944283	102.15	11.49	11.46	1222538
FORD	1021671	1063100	96.10	12.16	12.91	1364829
(Escort)	308143	319184	96.54	3.66	3.88	425347
(Mustang)	134626	120241	111.96	1.60	1.46	157357
(Tempo)	196523	221580	88.69	2.34	2.69	278475
(Taurus)	146570	-	-	1.75	-	1653
(LTD/Crn Vict)	125222	278451	44.97	1.49	3.38	345641
(T'Bird)	110587	123644	89.44	1.32	1.50	156356
LINCOLN	114854	122073	94.09	1.37	1.48	164295
(Mark VII)	15160	15500	97.81	.18	.19	20401
MERCURY	385383	408821	89.37	4.35	4.96	515895
(Lynx)	51680	62656	82.48	.62	.76	83620
(Capri)	9787	12228	80.04	.12	.15	15632
(Topaz)	48826	58858	82.96	.58	.71	73554
(Sable)	6282	-	-	.75	-	8179
(Marq/Gr Marq)	97101	179659	54.05	1.15	2.18	223656
(Cougar)	55227	95420	99.80	1.13	1.16	118554
LINC/MERC DIV	491605	535779	91.76	5.86	6.50	688253
FORD MOTOR CO	1513276	1598879	94.65	18.02	19.41	2053082
BUICK	584503	660386	88.51	6.96	8.02	851031
(Skyhawk)	58468	65999	88.59	.70	.80	85411
(Somerset/Skylrk)	91922	70658	130.09	1.09	.86	93255
(Century)	184355	172898	106.63	2.20	2.10	233268
(Regal)	61337	87162	70.37	.73	1.06	114047
(Riviera)	16944	38486	44.03	.20	.47	48891
CADILLAC	220506	226262	97.46	2.63	2.75	301228
(Allante)	5	-	-	-	-	-
(Cimarron)	18178	16896	107.58	.22	.21	22788
(Eldorado)	17646	48159	36.64	.21	.59	60754
(Seville)	13155	23369	56.29	.16	.28	29986
CHEVROLET	1326589	1253063	105.87	15.81	15.20	1658768
(Chevette)	50807	98301	51.69	.61	1.19	129007
(Celebrity)	305864	270445	113.10	3.65	3.28	380963
(Corsica)	-	-	-	-	-	-
(Beretta)	-	-	-	-	-	-
(Cavalier)	295780	327214	90.39	3.52	3.98	419697
(Camaro)	135610	201059	67.45	1.62	2.44	245879
(Corvette)	25508	28308	90.11	.30	.34	38042
(Monte Carlo)	85807	82626	103.85	1.02	1.00	111169
OLDSMOBILE	820680	823085	99.71	9.77	9.99	1067881
(Firenza)	28204	38844	72.61	.34	.47	49780
(Calais)	91897	92826	99.00	1.09	1.13	122581
(Cutlass Ciera)	252695	250857	100.73	3.00	3.04	329934
(Cutlass)	156770	168638	92.96	1.87	2.05	218881
(Toronado)	11492	25848	44.46	.14	.31	32879
PONTIAC	646576	589866	109.61	7.70	7.16	785098
(1000)	14762	17000	86.84	.18	.21	22239
(Sunbird)	85014	90133	94.32	1.01	1.09	115183
(Grand Am)	147977	75456	196.11	1.76	.92	116535
(6000)	150276	119477	125.78	1.79	1.46	162828
(Bonneville)	31993	40749	78.51	.38	.49	52739
(Firebird)	74360	79408	93.64	.89	.96	100049
(Fiero)	54137	72537	74.83	.64	.88	90421
GEN MTRS CORP	3598854	3552662	101.30	42.87	43.12	4664006
Misc. Domestic	64	179	35.75	-	-	240
Other Import	2264124	2041984	110.88	26.97	24.78	2820416
U S TOTAL	8395829	8239158	101.90			10988608

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	42167	8.73	334675	386639	86.56	9.25	11.10
Plymouth	7217	1.49	80865	78398	103.15	2.24	2.25
Ford	138399	28.65	1022686	924685	110.60	28.26	26.54
Chevrolet	135531	28.05	965561	932229	103.58	26.69	26.77
G.M.C.	35078	7.26	260265	259110	100.45	7.20	7.44
International	6934	1.43	50111	53258	94.09	1.39	1.53
Isuzu	8185	1.69	66946	57420	116.59	1.85	1.65
Jeep	19129	3.96	136599	119940	113.89	3.78	3.44
Mack/Midliner	1656	.34	16188	22602	71.62	.45	.65
Nissan	23246	4.81	168216	199361	84.38	4.65	5.72
Kenworth	920	.19	7837	8442	92.83	.22	.24
Peterbilt	844	.17	7358	9214	79.86	.20	.26
Daimler-Benz Corp.	2180	.45	15055	17205	87.50	.42	.49
Scania	8	-	38	-	-	-	-
Volvo White	1292	.27	8453	9477	89.19	.23	.27
Western Star	38	.01	704	869	81.01	.02	.02
Other Imports	59809	12.40	471344	400531	117.68	13.03	11.50
Miscellaneous Domestic	478	.10	4207	4421	95.16	.12	.13
U. S. Total	483211		3617108	3483801	103.83		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 9 33 & OVER
Dodge	220328	114347	-	-	-	-	-	-
(Dodge 1)	185647	70899	-	-	-	-	-	-
Plymouth *	80865	-	-	-	-	-	-	-
Ford	620979	362625	2	-	-	8044	22888	8248
(Ford 2)	462716	111755	-	-	-	-	-	-
Chevrolet	558851	371421	21149	286	214	5417	7866	357
(Chev 3)	429519	137208	-	-	-	-	-	-
G.M.C.	126711	103453	2090	177	3003	4601	14872	5558
(G.M.C 4)	94039	34129	-	-	-	-	-	-
International	-	-	-	-	-	15279	15775	19057
Isuzu	63537	-	3382	-	-	27	-	-
Jeep	124864	11735	-	-	-	-	-	-
(Jeep 5)	102336	10599	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1746	173*	12709
Nissan	168009	-	-	-	-	-	207	-
Kenworth	-	-	-	-	-	-	-	7837
Peterbilt	-	-	-	-	-	-	-	7358
Daimler-Benz Corp	-	-	-	-	-	1458	1083	12514
Scania	-	-	-	-	-	-	-	38
Volvo White	-	-	-	-	-	-	937	7516
Western Star	-	-	-	-	-	-	-	704
Other Imports	461600	7449	916	573	233	208	305	-
Miscellaneous Domestic	-	2488	-	-	-	-	81	1638
Total	2425644	973518	27579	1036	3450	36780	65607	83534
1985 Total	2248136	999221	28159	674	5054	42389	57663	102505
1986 vs '85	107.90	97.43	97.80	153.71	68.26	86.77	113.78	81.49

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Rampcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Rerester
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.
REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	50557	.60	14197	.17
Chevrolet Spectrum	69988	.83	34527	.42
Chrysler Conquest	136	-	-	-
Dodge Colt	36948	.44	23094	.28
Dodge Colt Vista SW	12552	.15	7462	.09
Dodge Conquest	2065	.02	1875	.02
Ford Festiva	-	-	-	-
Plymouth Colt	34520	.41	21612	.26
Plymouth Colt Vista SW	11936	.14	7341	.09
Plymouth Conquest	1956	.02	1857	.02
AMC Premier	11368	.14	4885	.06
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	232006	2.76	116850	1.42
OTHER IMPORTS				
BMW	67773	.81	66434	.81
Honda	434394	5.17	398537	4.84
Hyundai	85720	1.02	-	-
Mazda	160993	1.92	139233	1.69
Mercedes Benz	54850	.77	66773	.81
Nissan	410745	4.89	413118	5.01
Subaru	129567	1.54	117113	1.42
Toyota	425115	5.06	420411	5.10
Volkswagen	155257	1.85	143859	1.75
Volvo	87850	1.05	79891	.97
Others	241860	2.86	198615	2.39
Total Other Imports	2264124	26.97	2041984	24.78
GRAND TOTAL ALL IMPORT CARS	2496130	29.73	2158834	26.20

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	54137	1.50	50475	1.45
Dodge RAIDER	478	.01	-	-
OTHER IMPORTS				
Isuzu	63537	1.76	56071	1.61
Mazda	109928	3.04	83418	2.39
Mitsubishi	21856	.60	18755	.54
Nissan	168009	4.64	199361	5.72
Subaru	2611	.07	3043	.09
Suzuki	29084	.80	1033	.03
Toyota	296398	8.19	277984	7.98
Volkswagen	9171	.25	13679	.39
Others	1	-	1	-
Total Other Import Trucks	700595	19.37	653345	18.75
GRAND TOTAL ALL IMPORT TRUCKS	755210	20.88	703820	20.20

UNITED STATES SUMMARY — COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, SUPPLIED TO MANUFACTURERS FOR INTERNAL USE ONLY. NOT FOR SALE, REPUBLICATION OR DISSEMINATION TO PUBLIC.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751585	3058009
*1977	10828234	3509328
*1978	10946104	3983340
*1979	10356695	3472209
*1980	8760917	2478717
*1981	8443818	2185480
*1982	7754342	2430471
*1983	8824186	2976556
(1)1984	10128729	4048998
1985	10888608	4875192

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 8-86

(1) REVISED 10/85

SEPTEMBER 1986 ISSUED 11/86

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OCTOBER
1986

C7715-3A
1/6/87

pocket summary

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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	OCTOBER		% '86 VS '85	% IND	
	1986	1985		1986	1985
AMC	1265	11080	11.84	.84	1.14
(Alliance)	5877	6672	88.02	.62	.68
(Encore)	1457	3071	47.28	.15	.32
(Eagle)	633	1335	47.87	.06	.14
CHRYSLER	34988	39234	89.22	3.69	4.00
(Laser)	2541	4088	62.17	.28	.60
(Le Baron/GTS)	14926	13710	108.86	1.56	1.41
(E/Hy/S Ay)	17025	21112	80.66	1.79	2.17
DODGE	41834	42913	110.31	5.03	4.41
(Daytona)	2728	3677	74.19	.29	.38
(Omni/Shadow)	15635	9754	160.49	1.66	.97
(Aries)	9008	11085	81.25	.95	1.12
(Lancer)	5544	4751	116.68	.58	.49
(600)	6216	5126	101.76	.55	.53
(Diplomat)	3387	2502	159.35	.42	.26
PLYMOUTH	37540	32366	116.01	3.96	3.33
(Horizn/Sundance)	16786	10284	163.21	1.77	1.06
(Reliant)	10786	12139	84.95	1.03	1.25
(Caravelle)	3645	3458	105.02	.36	.35
(Gran Fury)	1383	971	142.47	.15	.10
CHRYSLER CORP	120725	114185	105.73	12.74	11.74
FORD	111462	119534	93.25	11.76	12.29
(Escort)	31097	38722	80.31	3.28	3.98
(Mustang)	12860	13099	98.18	1.36	1.35
(Tempo)	20472	23234	88.11	2.16	2.39
(Taurus)	25285	1	-	2.67	-
(LTD/Crn Vict)	10084	36988	32.54	1.06	3.19
(T Bird)	11664	12935	88.76	1.23	1.34
LINCOLN	16331	14830	110.11	1.72	1.52
(Mark VII)	13927	11850	106.15	1.47	1.19
MERCURY	36550	44855	81.49	3.86	4.62
(Lynx)	5346	8342	64.09	.56	.86
(Capri)	1015	1376	73.76	.11	.14
(Topaz)	4548	5418	75.54	.51	.66
(Sable)	7993	-	-	.84	-
(Marq/Gr Marq)	9145	20047	45.62	.97	2.07
(Cougar)	8203	8667	94.65	.87	.85
LINC/MERC DIV	51370	60390	88.49	5.43	5.27
FORD MOTOR CO	199431	180029	91.83	17.42	18.50
BUICK	67354	76453	88.09	7.11	7.86
(Skyhawk)	7076	6567	107.74	.74	.67
(Somerset/Skylrk)	9810	10534	93.12	1.06	1.08
(Century)	21273	24241	87.76	2.25	2.49
(Regal)	7151	12645	56.55	.76	1.30
(Riviera)	2592	4472	50.20	.28	.46
CADILLAC	31625	28557	110.74	3.34	2.94
(Allante)	-	-	-	-	-
(Cimarron)	2521	2419	104.61	.27	.25
(Eldorado)	3766	4853	63.22	.36	.50
(Seville)	3130	2358	132.74	.33	.24
CHEVROLET	123432	143645	90.11	13.04	14.76
(Chevette)	5981	13502	44.30	.63	1.39
(Celebrity)	26103	30678	85.11	2.74	3.15
(Cavalier)	1	-	-	-	-
(Beretta)	1	-	-	-	-
(Cavalier)	23139	31352	73.78	2.44	3.21
(Camaro)	11528	18465	62.43	1.22	1.90
(Corvette)	2560	3304	77.48	.27	.34
(Monte Carlo)	10440	10295	101.41	1.10	1.06
OLDSMOBILE	87221	93346	93.44	9.20	9.60
(Firenza)	2875	3432	83.77	.30	.35
(Calais)	7544	11288	66.85	.80	1.16
(Cutlass Ciera)	26554	29672	89.51	2.80	3.06
(Cutlass)	12586	21002	59.93	1.33	2.16
(Toronado)	7976	5047	94.82	.84	.52
PONTIAC	65866	73750	89.31	6.95	7.58
(1000)	1558	2273	68.54	.16	.23
(Sunbird)	7442	9019	82.51	.79	.93
(Grand Am)	15817	12985	121.81	1.67	1.33
(6000)	17932	16781	107.22	1.90	1.72
(Bonneville)	4771	5215	83.82	.46	.54
(Firebird)	7121	7322	97.25	.76	.75
(Fiero)	5308	7457	71.45	.56	.77
GEN MTRS CORP	381503	415811	91.75	40.24	42.74
Misc. Domestic	4	15	26.66	-	-
Other Import	47357	51167	108.56	28.17	25.89
U S TOTAL	547374	572338	91.64		

UNITED STATES SUMMARY

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% INC		YEAR END
	1986	1985		1986	1985	1985
AC	62896	112251	56.03	.61	1.22	128318
(Alliance)	43556	63379	68.73	.41	.68	73472
(Encore)	12925	38217	33.81	.14	.42	41534
(Eagle)	6415	10675	60.10	.06	.16	13312
EVROLET	310219	321136	95.66	3.32	3.51	371292
(Laser)	25920	46152	56.22	.28	.50	50870
(Le Baron/GTS)	142982	181947	109.03	1.52	1.42	154217
(E/H/S 96)	145664	145998	99.77	1.51	1.59	166205
DGE	429305	411560	103.86	4.60	4.49	470037
(Daytona)	33308	45502	76.24	.36	.47	48784
(Omni/Shadow)	129064	114142	113.02	1.38	1.23	127241
(Aries)	84772	99956	84.81	.91	1.09	114289
(Lancer)	42876	33974	107.28	.46	.43	47325
(600)	54019	47537	113.64	.58	.52	54681
(Diplomat)	26945	30077	89.59	.29	.33	33435
MOUTH	345919	321216	107.67	3.70	3.49	373209
(Horizon/Sundance)	158186	121877	113.38	1.48	1.33	135366
(Reliant)	107787	118424	91.09	1.15	1.28	137213
(Caravelle)	32626	30016	108.73	.35	.33	35501
(Gran Fury)	13169	14886	88.46	.14	.16	16177
RSLER CORP	1125303	1058496	106.31	11.62	11.49	1242538
D	1173314	1182739	99.20	12.13	12.83	1364829
(Escort)	339240	347906	97.50	3.63	3.88	425347
(Mustang)	147486	133340	110.61	1.58	1.45	157357
(Tempo)	216995	244814	88.64	2.32	2.66	278475
(Taurus)	71855	1	-	1.84	-	1653
LTD/Crn Vict)	135306	303439	43.73	1.45	3.36	345641
T'Bird)	122251	136633	89.47	1.31	1.48	156356
COLN	151187	136903	95.82	1.40	1.49	164295
(Mark VII)	17137	17352	98.76	.18	.19	20401
CURY	401933	465671	86.60	4.31	4.92	515895
(Lynx)	57026	76998	89.34	.61	.77	83620
(Capri)	15852	13604	79.40	.12	.15	15532
(Tracer)	57814	65276	82.23	.57	.71	73554
(Sable)	70755	-	-	.76	-	879
(Marquis/Gr Marq)	108246	134706	53.20	1.74	2.16	223656
(Cougar)	102430	104087	99.37	1.11	1.13	118554
C/MERC DIV	545515	546769	97.42	5.84	6.48	688255
D MOTOR CO	1678708	1778406	94.37	17.97	19.31	2053082
CK	651842	716849	88.47	6.98	8.00	851031
(Skylark)	65504	72566	90.27	.70	.79	85411
(Somerset/Skyline)	100039	78360	127.73	1.07	.85	93259
(Century)	205628	197133	104.31	2.21	2.14	233268
(Regal)	88488	99807	88.62	.95	1.08	114047
(Riviera)	59636	42958	45.71	.64	.47	48891
DILLAC	252118	254819	98.95	2.70	2.77	301228
(Allante)	5	-	-	-	-	-
(Cimarron)	20697	19706	107.21	.22	.21	22768
(Eldorado)	21012	51922	39.63	.22	.56	60754
(Seville)	16285	25727	63.30	.17	.28	29986
EVROLET	1456021	1396708	104.25	15.61	15.16	1658768
(Chevette)	56788	111803	50.79	.61	1.21	129007
(Celebrity)	311971	301123	110.24	3.35	3.27	360963
(Corsica)	3	-	-	-	-	-
(Beretta)	3	-	-	-	-	-
(Cavalier)	318919	255576	88.34	3.41	2.90	419697
(Camaro)	194758	219524	87.93	1.97	2.38	245879
(Corvette)	28068	31612	88.79	.30	.34	38042
(Monte Carlo)	96247	92911	103.59	1.03	1.01	111169
DSMOBILE	927901	816481	94.55	9.92	8.95	1067881
(Firenza)	31079	42216	73.61	.33	.46	49780
(Calais)	99441	104114	95.51	1.06	1.13	122561
(Cutlass Ciera)	279259	280529	99.55	3.01	3.05	329934
(Cutlass)	169356	188648	89.78	1.81	2.06	218881
(Toronado)	13467	20845	46.61	.14	.23	32879
NTIAC	712442	663616	107.36	7.62	7.20	785098
(1000)	16320	19273	84.68	.17	.21	22239
(Sunbird)	92456	99152	91.25	.99	1.08	115182
(Grand AM)	163194	98441	189.20	1.75	1.06	116535
(6000)	169658	156208	127.49	1.81	1.47	162828
(Bonneville)	76354	49564	74.11	.19	.50	52739
(Firebird)	81481	86720	93.95	.87	.94	100049
(Fiero)	60845	73994	75.06	.64	.87	90421
M MTRS CORP	3980357	3966411	100.35	42.54	43.08	4664006
(Inc. Domestic)	66	122	54.10	-	-	248
(Incl Import)	2576436	2293799	112.32	27.54	24.90	2820416
S TOTAL	9343801	9210860	101.44			10886608

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% INC	YEAR TO DATE		% OF YR TO YR	% INC	
	1986	1985	1986	1985		1986	1985
ge	4,554	9.97	474,270	427,636	67.34	2.11	10.98
mouth	6,425	1.67	87,850	87,654	100.91	2.15	2.24
d	117,334	28.30	1,140,020	1,025,951	111.12	26.26	26.39
rolet	106,235	25.62	1,017,796	1,046,464	102.42	26.58	26.92
C	28,884	6.99	284,254	291,004	93.40	7.17	7.49
rnational	5,872	1.41	50,943	60,468	92.52	1.59	1.56
u	7,192	1.73	74,138	64,407	115.11	1.84	1.66
	13,766	4.77	166,765	137,934	113.64	1.86	3.54
k/Midliner	1,541	.38	17,767	24,435	72.70	.44	.63
ker	17,216	4.15	174,928	227,635	82.92	4.60	5.75
worth	1,071	.26	8,928	9,505	93.92	.22	.24
rbilt	821	.20	8,185	10,151	80.63	.20	.26
ler Benz Corp	1,624	.39	16,579	18,845	88.51	.41	.48
ia	16		53				
o White	845	.20	9,239	10,503	88.53	.23	.27
tern Star	24	.01	728	952	76.47	.02	.02
r Imports	58,285	14.04	529,629	445,138	118.98	13.14	11.45
cellaneous Domestic	776	.18	4,541	4,811	94.43	.11	.12
S Total	414,716		4,031,822	3,881,583	103.87		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
ge	247,388	127,882	-	-	-	-	-	-
Dodge 1)	210,082	77,925	-	-	-	-	-	-
mouth 4	87,850	-	-	-	-	-	-	-
d	683,175	407,829	3	-	-	3024	24945	3043
Ford 2)	509,904	123,153	-	-	-	-	-	-
evrolet	618,032	414,572	2350	151	249	6080	8625	584
Chev. 3)	472,551	153,613	-	-	-	-	-	-
C	140,006	116,258	2302	197	3595	5267	15715	5915
G.M.C 4)	103,420	38,706	-	-	-	-	-	-
rnational	-	-	3770	-	-	15920	17729	21294
uzu	-	-	-	-	-	30	-	-
	114,234	13,441	-	-	-	-	-	-
Jeep 5)	118,750	12,108	-	-	-	1948	1931	13902
k/Midliner	-	-	-	-	-	-	254	-
ssen	185,178	-	-	-	-	-	-	8908
worth	-	-	-	-	-	-	-	8185
rbilt	-	-	-	-	-	-	-	5
ler Benz Corp	-	-	-	-	-	1650	1247	13782
ania	-	-	-	-	-	-	-	53
o White	-	-	-	-	-	-	1093	8205
tern Star	-	-	-	-	-	-	-	728
r Imports	518,557	8131	1015	527	283	233	403	-
cellaneous Domestic	-	2584	-	-	-	-	92	1767
tal	3,699,796	1,096,797	30547	1176	4126	34152	72252	92156
RE Total	3,550,881	1,113,755	31116	760	5494	48103	68481	113674
RE vs '85	107.57	97.94	98.32	154.61	75.32	85.55	111.09	81.08

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

4 Plymouth includes Voyager

5 Includes vans, Cavalliers, Jimmy, SUS and Safaris

6 Includes Wrangler(CJ)s, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELETED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	54569	.58	18451	.20
Chevrolet Spectrum	81807	.88	39862	.43
Chrysler Conquest	513	.01	-	-
Dodge Colt	41257	.44	27942	.30
Dodge Colt Vista SW	14180	.15	8766	.10
Dodge Conquest	2204	.02	2104	.02
Ford Festiva	-	-	-	-
Plymouth Colt	38748	.41	25670	.28
Plymouth Colt Vista SW	13315	.14	8515	.09
Plymouth Conquest	2103	.02	2080	.02
AMC Merkur	12455	.13	6195	.07
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	261151	2.79	139585	1.52
OTHER IMPORTS				
VW	75987	.81	75203	.82
Honda	485962	5.20	438145	4.76
Hyundai	103861	1.11	-	-
Mazda	178912	1.91	159380	1.73
Mercedes Benz	73615	.79	73434	.80
Nissan	459878	4.92	469671	5.10
Subaru	144670	1.55	135251	1.47
Toyota	470552	5.04	470463	5.11
Volkswagen	170303	1.82	162644	1.77
Volvo	97045	1.04	88470	.96
Others	275670	2.95	221135	2.40
Total Other Imports	2536475	27.15	2293796	24.90
GRAND TOTAL ALL IMPORT CARS	2797626	29.94	2433381	26.42

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (6-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	60862	1.51	57009	1.47
Dodge RAIDER	1449	.04		
OTHER IMPORTS				
Isuzu	70338	1.74	62708	1.61
Mazda	124080	3.08	94571	2.43
Mitsubishi	24650	.61	21077	.54
Nissan	185178	4.59	223631	5.75
Subaru	3107	.08	3460	.09
Suzuki	32725	.81	1094	.03
Toyota	332320	8.24	306691	7.88
Volkswagen	10205	.25	15265	.39
Others	1	-	1	-
Total Other Import Trucks	782604	19.41	728498	18.74
GRAND TOTAL ALL IMPORT TRUCKS	844915	20.96	785507	20.21

UNITED STATES SUMMARY *COMPILED FROM SPECIAL STATE REPORTS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR RETAIL USE. NOT FOR SALE, RETAIL, OR USE BY SUBSCRIBERS FOR RESALE.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	9751585	3058009
*1977	10826234	3509328
*1976	10945104	3963340
*1975	10356605	3472209
*1980	8760937	2476777
*1981	8443819	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4875102

TOTALS INCLUDE ALASKA & HAWAII
FOR OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 8-86

(1) REVISED 10/85

OCTOBER 1986 ISSUED 12/86